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Franchise Restaurants

A Statistical Appendix To Foodservice Trends

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Research and
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National Restaurant Association

FRANCHISE RESTAURANTS:

A STATISTICAL APPENDIX TO FOODSERVICE TRENDS

National Restaurant Association
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INTRODUCTION

The franchise restaurant segment has evolved into a large and dynamic segment of the foodservice industry. In 1986, franchise restaurant sales reached $52.3 billion -- an impressive 43.5 percent of all eating place sales. In comparison, franchise restaurant sales accounted for only 21 percent of total eating place sales in 1970. The number of franchise units has also grown tremendously. In 1986 there were 78,203 franchise units across the country -- more than double the number in 1970.

Franchise restaurants also make up an impressive proportion of the total franchise industry. Here's how the franchise restaurant segment compares with the total 17 franchise business categories:

Employment:	Franchise restaurants ranked number one in total employment in 1986, accounting for 38.8 percent of all franchise employment.
Units:	Restaurants ranked second out of the 17 franchise businesses in total units and operated 16.9 percent of all franchise establishments, up from 16.2 percent in 1985.
Sales:	Restaurants ranked third in sales, reporting 9.2 percent of total franchise sales.
International franchising:	For the second year in a row, restaurants ranked number one in total number of U.S. franchise units in foreign countries and accounted for 21.4 percent of the total foreign franchise establishments in 1986.

This Statistical Appendix provides an indepth look at the growth of the franchise restaurant industry through 1986, as well as franchise operators' projections for 1987 and 1988. The information in this report is based on data from the annual Franchising in the Economy survey which is published by the Services Industry Division of the U.S. Department of Commerce. This year's survey, Franchising in the Economy, 1986-1988, was completed by 488 restaurant franchisors representing 99 percent of the total franchise restaurant sales and establishments in the U.S.

The sales and unit figures for 1986 and projections for 1987 and 1988 reported here are representative only of the 488 franchise restaurant firms surveyed, and do not include any new or established firms that may have begun franchising in 1986 and any present firms going out of business or abandoning the franchise system.

SECTION I

SALES AND ESTABLISHMENT DATA ON
THE FRANCHISE RESTAURANT INDUSTRY

SECTION HIGHLIGHTS

Number of firms:	There were 488 franchise restaurant firms in 1986, up from 470 in 1985.
Unit growth:	Total units advanced 5.8 percent in 1986 to 78,203 establishments.
Sales growth:	Overall sales climbed 9.6 percent to $52.3 billion in 1986.
Sales per establishment:	Sales per establishment averaged $668,438 during 1986, up 3.6 percent.
Company-owned versus franchisee-owned units:	Franchisee-owned units outpaced company-owned outlets in both sales and unit growth in 1986.
Predicted growth:	By 1988, franchisors expect to have 91,000 units in operation and produce $63.0 billion in sales.
Restaurant distribution by company size:	Firms with 1,000 or more units accounted for over 60 percent of the sales and 57 percent of the units in 1986, but firms with 50 or less units comprised 70.7 percent of the total companies.
Type of service:	In 1986, 314 firms provided self service or drive-thru facilities, while 174 offered tableservice.

NUMBER OF FRANCHISE FIRMS SURVEYED BY TYPE

(1973 - 1986)

TYPE	1973	1974	1975	1976	1977	1978	1979
Chicken	21	24	28	29	27	31	32
Hamburger, frank and roast beef	104	98	97	96	109	117	112
Pizza	30	36	46	48	60	66	73
Mexican	14	15	17	19	23	29	28
Seafood	11	13	17	15	14	11	11
Pancake	11	10	14	13	13	15	16
Steak/full menu	48	55	67	76	79	86	94
Sandwich/other	6	8	7	19	25	33	33
TOTAL	245	259	293	315	350	388	399

TYPE	1980	1981	1982	1983	1984	1985	1986
Chicken	35	30	32	34	33	30	33
Hamburger, frank and roast beef	110	107	102	98	105	105	111
Pizza	83	94	106	111	104	102	105
Mexican	32	33	33	39	36	36	36
Seafood	12	13	14	11	12	14	17
Pancake	17	15	15	12	13	13	12
Steak/full menu	102	109	110	111	111	117	117
Sandwich/other	34	39	46	50	51	53	57
TOTAL	425	440	458	466	465	470	488

FRANCHISE RESTAURANT SALES
(1969 - 1988*)
SALES (000)

	Total	Percent Change	Company-Owned	Percent Change	Franchisee-Owned	Percent Change
1969	$3,790,126		$ 892,382		$2,897,744	
1970	4,602,111	21.4%	1,123,314	25.9%	3,478,797	20.1%
1971	5,844,950	27.0%	1,450,731	29.2%	4,394,219	26.3%
1972	6,797,405	16.3%	1,753,297	20.9%	5,044,108	14.8%
1973	8,534,094	25.6%	2,604,851	48.6%	5,929,243	17.6%
1974	10,350,567	21.3%	3,335,338	28.0%	7,015,229	18.2%
1975	12,261,964	18.5%	4,017,861	20.5%	8,244,103	17.5%
1976	14,606,313	19.1%	4,647,136	15.7%	9,959,177	20.8%
1977	18,180,404	24.5%	5,653,160	21.6%	12,527,244	25.8%
1978	21,100,788	16.1%	6,733,545	19.1%	14,367,243	14.7%
1979	24,765,916	17.4%	8,706,401	19.9%	16,689,515	16.2%
1980	27,867,046	12.5%	9,129,708	13.0%	18,737,338	12.3%
1981	30,042,348	7.8%	10,783,206	18.1%	19,259,142	2.8%
1982	33,695,298	12.2%	11,747,358	8.9%	21,947,940	14.0%
1983	38,691,594	14.8%	14,244,416	21.2%	24,447,178	11.4%
1984	43,433,782	12.2%	16,393,552	15.1%	27,040,230	10.6%
1985	47,678,361	9.8%	17,257,447	5.3%	30,420,914	12.5%
1986	52,273,863	9.6%	18,803,699	9.0%	33,470,164	10.0%
1987	56,839,994	8.7%	20,026,900	6.5%	36,813,094	10.0%
1988	63,231,119	11.2%	21,927,963	9.5%	41,303,156	12.2%

NUMBER OF FRANCHISE RESTAURANT ESTABLISHMENTS
(1969 - 1988*)

	Total	Percent Change	Company-Owned	Percent Change	Franchisee-Owned	Percent Change
1969	28,736		3,842		24,894	
1970	32,584	13.4%	4,906	27.7%	27,678	11.2%
1971	30,419	-6.6%	5,496	12.0%	24,923	-10.0%
1972	32,538	7.0%	6,319	15.0%	26,219	5.2%
1973	36,340	11.7%	8,316	31.6%	28,024	6.9%
1974	39,796	9.5%	10,115	21.6%	29,681	5.9%
1975	42,983	8.0%	11,685	15.5%	31,298	5.4%
1976	46,898	9.1%	12,562	7.5%	34,336	9.7%
1977	51,972	10.8%	14,527	15.6%	37,445	9.1%
1978	55,312	6.4%	15,510	10.2%	39,802	5.0%
1979	58,936	6.5%	16,884	8.8%	42,052	5.6%
1980	59,936	1.7%	17,826	5.6%	42,133	0.2%
1981	61,846	3.2%	19,355	8.6%	42,491	0.9%
1982	63,557	2.8%	19,857	2.6%	43,700	2.8%
1983	67,528	6.2%	21,785	9.7%	45,743	4.7%
1984	70,495	4.4%	22,951	5.3%	47,544	3.9%
1985	73,892	4.8%	23,574	2.7%	50,318	5.8%
1986	78,203	5.8%	24,364	3.4%	53,839	7.0%
1987	83,331	6.6%	25,398	4.2%	57,933	7.6%
1988	90,789	9.0%	27,027	6.4%	63,762	10.1%

* 1987 and 1988 estimated by respondents.

SALES PER ESTABLISHMENT

(1969 - 1988*)

	Total	Percent Change	Company-Owned	Percent Change	Franchisee-Owned	Percent Change
1969	$131,895		$232,270		$116,403	
1970	141,238	7.1%	228,967	- 1.4%	125,688	8.0%
1971	192,148	36.1%	263,961	15.3%	176,312	40.3%
1972	208,907	8.7%	277,464	5.1%	192,384	9.1%
1973	234,840	12.4%	313,234	12.9%	211,577	10.0%
1974	260,091	10.8%	329,742	5.3%	236,354	11.7%
1975	285,275	9.7%	343,848	4.3%	263,407	11.4%
1976	311,449	9.2%	369,936	7.6%	290,051	10.1%
1977	349,812	12.3%	401,674	8.6%	330,552	14.1%
1978	381,487	9.0%	434,142	8.1%	360,968	9.2%
1979	420,217	10.2%	478,346	10.2%	396,878	9.9%
1980	464,768	10.6%	512,157	7.1%	444,719	12.1%
1981	485,761	4.5%	557,128	8.8%	453,252	1.9%
1982	530,159	9.1%	591,598	6.2%	502,241	10.8%
1983	572,971	8.1%	653,863	10.5%	534,446	6.4%
1984	616,126	7.5%	714,285	9.2%	568,741	6.4%
1985	645,244	4.7%	732,054	2.5%	604,573	6.3%
1986	668,438	3.6%	771,782	5.4%	621,671	2.8%
1987	682,000	2.0%	788,000	2.1%	635,000	2.1%
1988	696,000	2.1%	811,000	2.9%	648,000	2.0%

* 1987 and 1988 estimated by respondents.

FRANCHISE RESTAURANT DISTRIBUTION BY COMPANY SIZE:

NUMBER OF FIRMS

(1973 - 1986)

SIZE GROUPS	1973	1974	1975	1976	1977	1978	1979
1001+	6	7	7	7	8	11	14
501-1000	5	8	11	15	14	11	8
151-500	30	29	32	28	39	34	41
51-150	49	52	46	54	54	59	56
11-50	90	95	115	115	128	153	157
1-10	65	68	82	96	107	120	123
TOTAL	245	259	293	315	350	388	399

SIZE GROUPS	1980	1981	1982	1983	1984	1985	1986
1001+	14	13	13	13	13	13	14
501-1000	8	12	14	15	16	17	18
151-500	42	46	40	45	41	40	40
51-150	56	54	61	60	69	68	71
11-50	176	178	174	189	188	191	180
1-10	129	137	156	144	138	141	165
TOTAL	425	440	458	466	465	470	488

FRANCHISE RESTAURANT DISTRIBUTION BY COMPANY SIZE

NUMBER OF UNITS

(1973 - 1986)

NUMBER OF UNITS IN COMPANY	1973	1974	1975	1976	1977	1978	1979
1001+	16,567	18,750	19,646	21,303	23,421	27,750	32,435
501-1000	4,419	5,913	7,672	10,367	10,902	8,925	6,184
151-500	8,513	7,869	8,279	7,064	9,325	8,833	10,690
51-150	4,266	4,627	4,091	4,956	4,432	5,580	5,054
11-50	2,201	2,262	2,881	2,711	3,326	3,642	3,916
1-10	374	375	414	497	566	582	657
TOTAL	36,340	39,796	42,983	46,898	51,972	55,312	58,936

NUMBER OF UNITS IN COMPANY	1980	1981	1982	1983	1984	1985	1986
1001+	32,871	31,921	32,970	35,021	37,467	40,296	44,568
501-1000	5,916	8,582	9,741	10,236	10,578	11,331	11,986
151-500	11,418	11,993	10,396	11,831	11,091	10,925	10,264
51-150	4,866	4,366	5,340	4,942	5,809	5,830	5,902
11-50	4,223	4,310	4,309	4,792	4,779	4,770	4,607
1-10	665	674	801	769	771	740	876
TOTAL	59,959	61,846	63,557	67,528	70,495	73,892	78,203

FRANCHISE RESTAURANT DISTRIBUTION BY COMPANY SIZE

PERCENT OF UNITS

(1973 - 1986)

NUMBER OF UNITS IN COMPANY	1973	1974	1975	1976	1977	1978	1979
1001+	45.6%	47.1%	45.7%	45.4%	45.1%	50.2%	55.0%
501-1000	12.2%	14.9%	17.8%	22.1%	21.0%	16.1%	10.5%
151-500	23.4%	19.8%	19.3%	15.1%	17.9%	16.0%	18.1%
51-150	11.7%	11.6%	9.5%	10.6%	8.5%	10.1%	8.6%
11-50	6.1%	5.7%	6.7%	5.8%	6.4%	6.6%	6.7%
1-10	1.0%	0.9%	1.0%	1.0%	1.1%	1.0%	1.1%
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

NUMBER OF UNITS IN COMPANY	1980	1981	1982	1983	1984	1985	1986
1001+	54.8%	51.6%	51.9%	51.9%	53.2%	54.5%	57.0%
501-1000	9.9%	13.9%	15.3%	15.2%	15.0%	15.3%	15.3%
151-500	19.1%	19.4%	16.3%	17.5%	15.7%	14.8%	13.1%
51-150	8.1%	7.1%	8.4%	7.3%	8.2%	7.9%	7.6%
11-50	7.0%	7.0%	6.8%	7.0%	6.8%	6.5%	5.9%
1-10	1.1%	1.0%	1.3%	1.1%	1.1%	1.0%	1.1%
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

FRANCHISE RESTAURANT DISTRIBUTION BY COMPANY SIZE:

TOTAL SALES

(1974 - 1986)

(SALES IN MILLIONS)

SIZE GROUPS	1974	1975	1976	1977	1978	1979
1001+	$ 4,808	$ 5,614	$ 6,671	$ 8,447	$11,400	$14,408
501-1000	1,894	2,682	3,675	4,259	3,514	3,010
151-500	2,026	2,050	1,990	2,750	2,929	3,905
51-150	949	950	1,272	1,495	1,713	1,645
11-50	592	876	861	1,074	1,361	1,526
1-10	82	90	137	155	184	272
TOTAL	$10,351	$12,262	$14,606	$18,180	$21,101	$24,766

SIZE GROUPS	1980	1981	1982	1983	1984	1985
1001+	$16,579	$16,720	$19,401	$22,261	$26,178	$28,646
501-1000	2,863	4,176	4,669	5,078	5,024	6,011
151-500	4,343	4,905	4,706	5,932	6,351	6,930
51-150	1,840	1,891	2,411	2,685	2,869	2,980
11-50	1,962	2,047	2,115	2,373	2,634	2,737
1-10	280	303	393	363	377	374
TOTAL	$27,867	$30,042	$33,695	$38,692	$43,433	$47,678

SIZE GROUPS	1986
1001+	$32,420
501-1000	6,778
151-500	6,610
51-150	3,211
11-50	2,806
1-10	447
TOTAL	$52,274

FRANCHISE RESTAURANT DISTRIBUTION BY COMPANY SIZE:

PERCENT OF TOTAL SALES

(1974 - 1986)

SIZE GROUPS	1974	1975	1976	1977	1978	1979
1001+	46.4%	45.8%	45.7%	46.5%	54.0%	58.2%
501-1000	18.3%	21.9%	25.2%	23.4%	16.7%	12.1%
151-500	19.6%	16.7%	13.6%	15.1%	13.9%	15.8%
51-150	9.2%	7.8%	8.7%	8.2%	8.1%	6.6%
11-50	5.7%	7.1%	5.9%	5.9%	6.4%	6.2%
1-10	0.8%	0.7%	0.9%	0.9%	0.9%	0.9%
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

SIZE GROUPS	1980	1981	1982	1983	1984	1985
1001+	59.5%	55.7%	57.5%	57.6%	60.2%	60.1%
501-1000	10.3%	13.9%	13.8%	13.1%	11.6%	12.6%
151-500	15.6%	16.3%	14.0%	15.3%	14.6%	14.5%
51-150	6.6%	6.3%	7.2%	7.0%	6.6%	6.3%
11-50	7.0%	6.8%	6.3%	6.1%	6.1%	5.7%
1-10	1.0%	1.0%	1.2%	0.9%	0.9%	0.8%
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

SIZE GROUPS	1986
1001+	62.0%
501-1000	13.0%
151-500	12.6%
51-150	6.1%
11-50	5.4%
1-10	0.9%
TOTAL	100.0%

PRINCIPAL TYPE OF SERVICE PROVIDED BY FRANCHISE RESTAURANT FIRMS

(1979 - 1986)

Self-Service, Drive-In and Drive-Thru

MAJOR ACTIVITY	1979	1980	1981	1982	1983	1984	1985	1986
Chicken	30	32	27	29	32	30	28	31
Hamburger, etc.	104	103	100	96	93	101	99	104
Pizza	42	48	58	68	70	68	73	79
Mexican	18	23	24	22	24	22	22	20
Seafood	8	8	9	3	8	9	7	9
Pancake	0	0	0	0	0	0	0	0
Steak/full menu	20	19	19	18	18	17	20	19
Sandwich/other	30	31	36	42	46	47	49	52
TOTAL	252	264	273	278	291	294	298	314

Waiter or Waitress Service

MAJOR ACTIVITY	1979	1980	1981	1982	1983	1984	1985	1986
Chicken	2	3	3	3	2	3	2	2
Hamburger, etc.	8	7	7	6	5	4	6	7
Pizza	31	35	36	38	41	36	29	26
Mexican	10	9	9	11	15	14	14	16
Seafood	3	4	4	11	3	3	7	8
Pancake	16	17	15	15	12	13	13	12
Steak/full menu	74	83	90	92	93	94	97	98
Sandwich/other	3	3	3	4	4	4	4	5
TOTAL	147	161	167	180	175	171	172	174

SECTION II

SALES AND ESTABLISHMENT DATA ON TYPES OF RESTAURANT FRANCHISING

SECTION HIGHLIGHTS

Proportion of firms:	Pizza, hamburger and steak/full menu franchise firms each accounted for about one fourth of firms in 1986.
Proportion of units:	Hamburger units accounted for the largest proportion of establishments -- 40.3 percent, with pizza units second at 20.7 percent.
Proportion of sales:	Hamburger restaurants captured close to half (48.1 percent) of all franchise restaurant sales in 1986.
Unit growth:	Sandwich franchises experienced the strongest unit growth in 1986 -- 15.3 percent. Pizza restaurants followed with a 14.4 percent gain.
Sales growth:	Pizzas and Mexican franchise units led the way in posting a 20.4% sales increase in 1986.
Sales per unit:	Steak/full menu restaurants recorded the highest sales per establishment in 1986 -- $939,592. Hamburger restaurants were second with $798,403 per unit in 1986.

PERCENTAGE OF TOTAL FRANCHISE RESTAURANTS BY TYPE: SALES AND UNITS

(1980-1986)

1980

Type of Franchise	Firms Number	Firms %	Units Number	Units %	Sales Dollars (000)	Sales %
Chicken	35	8.2%	7,338	12.2%	$ 2,734,006	9.8%
Hamburger, frank, roast beef	110	25.9%	27,027	45.1%	14,027,398	50.3%
Pizza	83	19.5%	8,914	14.9%	2,455,542	8.8%
Mexican	32	7.5%	2,774	4.6%	878,523	3.2%
Seafood	12	2.8%	2,290	3.8%	785,806	2.8%
Pancake	17	4.0%	1,278	2.1%	784,546	2.8%
Steak/full menu	102	24.0%	8,858	14.8%	5,935,804	21.3%
Sandwich/other	34	8.1%	1,480	2.5%	265,421	1.0%
TOTAL	425	100.0%	59,959	100.0%	$27,867,046	100.0%

1981

Type of Franchise	Firms Number	Firms %	Units Number	Units %	Sales Dollars (000)	Sales %
Chicken	30	6.8%	7,388	11.9%	$ 2,833,007	9.4%
Hamburger, frank, roast beef	107	24.3%	26,945	43.6%	14,327,705	47.7%
Pizza	94	21.4%	9,695	15.7%	3,169,601	10.5%
Mexican	33	7.5%	3,002	4.9%	1,069,712	3.6%
Seafood	13	2.9%	2,226	3.6%	888,491	3.0%
Pancake	15	3.4%	1,500	2.4%	847,650	2.8%
Steak/full menu	109	24.8%	9,406	15.2%	6,566,702	21.9%
Sandwich/other	39	8.9%	1,684	2.7%	339,480	1.1%
TOTAL	440	100.0%	61,845	100.0%	$30,042,348	100.0%

1982

Type of Franchise	Firms Number	Firms %	Units Number	Units %	Sales Dollars (000)	Sales %
Chicken	32	7.0%	7,773	12.2%	$ 2,947,512	8.7%
Hamburger, frank, roast beef	102	22.3%	27,285	42.9%	16,862,890	50.0%
Pizza	106	23.2%	10,629	16.7%	3,740,072	11.1%
Mexican	33	7.2%	3,059	4.8%	1,258,054	3.7%
Seafood	14	3.0%	2,221	3.5%	909,265	2.7%
Pancake	15	3.3%	1,645	2.6%	893,625	2.7%
Steak/full menu	110	24.0%	9,135	14.4%	6,708,742	19.9%
Sandwich/other	46	10.0%	1,810	2.9%	375,138	1.1%
TOTAL	458	100.0%	63,557	100.0%	$33,695,298	100.0%

1983

Type of Franchise	Firms Number	Firms %	Units Number	Units %	Sales Dollars (000)	Sales %
Chicken	34	7.3%	8,147	12.1%	$ 3,417,658	8.8%
Hamburger, frank, roast beef	98	21.0%	28,270	41.9%	18,947,837	49.0%
Pizza	111	23.8%	11,852	17.6%	4,649,022	12.0%
Mexican	39	8.4%	3,469	5.1%	1,681,668	4.3%
Seafood	11	2.4%	2,309	3.4%	938,261	2.4%
Pancake	12	2.6%	1,558	2.3%	838,291	2.2%
Steak/full menu	111	23.8%	9,849	14.6%	7,716,262	19.9%
Sandwich/other	50	10.7%	2,074	3.1%	502,595	1.3%
TOTAL	466	100.0%	67,528	100.0%	$38,691,594	100.0%

1984

Type of Franchise	Firms Number	Firms %	Units Number	Units %	Sales Dollars (000)	Sales %
Chicken	33	7.1%	8,576	12.2%	$ 3,891,165	9.0%
Hamburger, frank, roast beef	105	22.6%	29,305	41.6%	22,043,955	50.7%
Pizza	104	22.4%	12,705	18.0%	4,932,329	11.3%
Mexican	36	7.7%	3,774	5.3%	2,113,104	4.8%
Seafood	12	2.6%	2,320	3.3%	1,074,426	2.5%
Pancake	13	2.8%	1,704	2.4%	985,350	2.3%
Steak/full menu	111	23.9%	9,563	13.6%	7,767,393	18.0%
Sandwich/other	51	10.9%	2,548	3.6%	626,060	1.4%
TOTAL	465	100.0%	70,495	100.0%	$43,433,782	100.0%

1985

Type of Franchise	Firms Number	Firms %	Units Number	Units %	Sales Dollars (000)	Sales %
Chicken	30	6.4%	8,720	11.8%	$ 4,118,947	8.6%
Hamburger, frank, roast beef	105	22.3%	30,563	41.4%	23,407,433	49.1%
Pizza	102	21.7%	14,174	19.2%	6,193,899	13.0%
Mexican	36	7.6%	4,125	5.5%	2,400,009	5.0%
Seafood	14	3.0%	2,423	3.3%	1,212,951	2.6%
Pancake	13	2.8%	1,761	2.4%	1,101,858	2.3%
Steak/full menu	117	24.9%	9,466	12.8%	8,562,410	18.0%
Sandwich/other	53	11.3%	2,660	3.6%	680,854	1.4%
TOTAL	470	100.0%	73,892	100.0%	$47,678,361	100.0%

1986

Type of Franchise	Firms Number	Firms %	Units Number	Units %	Sales Dollars (000)	Sales %
Chicken	33	6.8%	8,968	11.5%	$ 4,375,275	8.3%
Hamburger, frank, roast beef	111	22.7%	31,511	40.3%	25,158,486	48.1%
Pizza	105	21.5%	16,221	20.7%	7,459,493	14.4%
Mexican	36	7.4%	4,460	5.7%	2,889,490	5.5%
Seafood	17	3.5%	2,518	3.2%	1,363,710	2.6%
Pancake	12	2.4%	1,830	2.3%	1,203,357	2.3%
Steak/full menu	117	24.0%	9,628	12.3%	9,046,395	17.3%
Sandwich/other	57	11.7%	3,067	3.9%	777,657	1.5%
TOTAL	488	100.0%	78,203	100.0%	$52,273,863	100.0%

CHICKEN FRANCHISE RESTAURANTS

(1973 - 1988*)

SALES (000)

	Total	Percent Change	Company-Owned	Percent Change	Franchisee-Owned	Percent Change
1973	$1,129,496		$ 301,031		$ 828,465	
1974	1,258,617	11.4%	421,676	40.1%	836,941	1.0%
1975	1,373,887	9.2%	461,001	9.3%	912,886	9.1%
1976	1,609,270	17.1%	483,143	4.8%	1,126,127	26.2%
1977	2,088,861	29.8%	569,167	17.8%	1,519,694	34.9%
1978	2,034,012	- 2.6%	653,977	14.9%	1,380,035	-9.2%
1979	2,258,017	11.0%	739,354	13.1%	1,518,663	10.0%
1980	2,734,006	21.1%	821,926	11.2%	1,912,080	25.9%
1981	2,833,007	3.6%	951,719	15.8%	1,881,288	-1.6%
1982	2,947,512	4.0%	1,109,122	16.5%	1,838,390	-2.3%
1983	3,417,658	16.0%	1,292,166	16.5%	2,125,492	15.6%
1984	3,891,165	13.8%	1,599,723	23.8%	2,291,442	7.8%
1985	4,118,947	5.9%	1,691,050	5.7%	2,427,897	6.0%
1986	4,375,275	6.2%	1,705,208	0.8%	2,670,067	10.0%
1987	4,821,580	10.2%	1,850,141	8.5%	2,971,439	11.3%
1988	5,442,603	12.9%	2,064,090	11.6%	3,378,513	13.7%

NUMBER OF UNITS

	Total	Percent Change	Company-Owned	Percent Change	Franchisee-Owned	Percent Change
1973	4,927		1,062		3,865	
1974	5,686	15.4%	1,663	56.6%	4,023	4.1%
1975	5,706	0.4%	1,644	- 1.1%	4,062	1.1%
1976	6,171	8.2%	1,705	3.7%	4,466	10.1%
1977	6,437	4.3%	1,729	1.4%	4,708	5.4%
1978	6,708	4.2%	1,870	8.2%	4,838	2.8%
1979	7,075	5.5%	1,990	6.4%	5,085	5.1%
1980	7,338	3.7%	2,131	7.1%	5,207	2.4%
1981	7,388	0.7%	2,249	5.5%	5,139	-1.3%
1982	7,773	4.7%	2,591	15.2%	5,182	0.8%
1983	8,147	4.8%	2,821	8.9%	5,326	2.8%
1984	8,576	5.3%	3,162	12.1%	5,414	1.6%
1985	8,720	1.7%	3,241	2.5%	5,479	1.2%
1986	8,968	2.8%	3,149	-2.8%	5,819	6.2%
1987	9,391	4.7%	3,218	2.2%	6,173	6.1%
1988	9,888	5.3	3,332	3.5%	6,556	6.2%

* 1987 and 1988 estimated by respondents.

CHICKEN FRANCHISE RESTAURANTS

(1973 - 1988*)

SALES PER ESTABLISHMENT

	Total	Company-Owned	Franchisee-Owned
1973	$229,246	$283,457	$214,351
1974	221,345	253,563	208,039
1975	240,779	280,414	224,738
1976	260,780	283,368	252,156
1977	324,508	329,189	322,790
1978	303,222	349,720	285,249
1979	319,154	371,534	298,655
1980	372,582	385,700	367,213
1981	383,461	423,174	366,081
1982	381,160	428,067	354,764
1983	419,499	458,052	399,078
1984	453,727	505,921	423,244
1985	472,356	521,768	443,128
1986	487,876	541,508	458,853
1987	513,426	574,935	481,361
1988	550,425	619,475	515,331

* 1987 and 1988 estimated by respondents.

HAMBURGER, FRANK, ROAST BEEF FRANCHISE RESTAURANTS

(1973 - 1988*)

SALES (000)

	Total	Percent Change	Company-Owned	Percent Change	Franchisee-Owned	Percent Change
1973	$ 4,883,094		$1,160,959		$ 3,722,135	
1974	5,879,428	20.4%	1,437,901	23.9%	4,441,527	19.3%
1975	6,759,903	15.0%	1,671,422	16.2%	5,088,481	14.6%
1976	8,030,623	18.8%	1,999,638	19.6%	6,030,985	18.5%
1977	9,100,843	13.8%	2,242,204	12.1%	6,858,639	13.7
1978	10,862,837	19.4%	2,589,465	15.5%	8,273,372	20.6%
1979	12,740,586	17.3%	3,066,896	18.4%	9,673,690	16.9%
1980	14,027,398	10.1%	3,412,293	11.3%	10,615,105	9.7%
1981	14,327,705	2.1%	4,045,912	18.6%	10,281,793	- 3.1%
1982	16,862,890	17.7%	4,482,780	10.8%	12,380,110	20.4%
1983	18,947,837	12.4%	5,294,782	18.1%	13,653,055	10.3%
1984	22,043,955	16.3%	6,055,926	14.4%	15,988,029	17.1%
1985	23,407,433	6.2%	5,862,555	-3.2%	17,544,878	9.7%
1986	25,158,486	7.5%	6,398,080	9.1%	18,760,406	6.9%
1987	27,257,232	8.3%	6,662,933	4.1%	20,594,299	9.8%
1988	29,999,331	10.1%	7,233,836	8.6%	22,765,495	10.5%

NUMBER OF UNITS

	Total	Percent Change	Company-Owned	Percent Change	Franchisee-Owned	Percent Change
1973	21,375		3,300		18,075	
1974	22,069	3.3%	3,425	3.8%	18,644	3.2%
1975	22,810	3.4%	3,915	14.3%	18,895	1.4%
1976	24,064	5.5%	3,997	2.1%	20,067	6.2%
1977	24,822	3.1%	4,293	7.4%	20,529	2.3%
1978	26,038	4.9%	4,648	8.3%	21,390	4.2%
1979	27,310	4.9%	5,153	10.8%	22,157	3.6%
1980	27,027	-1.0%	5,363	4.1%	21,664	-2.2%
1981	26,945	-0.3%	5,926	10.5%	21,019	-3.0%
1982	27,285	1.3%	6,100	2.9%	21,185	0.8%
1983	28,270	3.6%	6,378	4.6%	21,892	3.3%
1984	29,305	3.7%	6,445	1.0%	22,860	4.4%
1985	30,563	4.3%	6,666	3.4%	23,897	4.5%
1986	31,511	3.1%	6,870	3.1%	24,641	3.1%
1987	33,031	4.8%	7,047	2.6%	25,984	5.5%
1988	35,105	6.3%	7,382	4.8%	27,723	6.7%

* 1987 and 1988 estimated by respondents.

HAMBURGER, FRANK, ROAST BEEF FRANCHISE RESTAURANTS

(1973 - 1988*)

SALES PER ESTABLISHMENT

	Total	Company-Owned	Franchisee-Owned
1973	$228,449	$351,806	$205,927
1974	266,411	419,825	238,228
1975	296,357	426,928	269,903
1976	333,719	500,285	300,542
1977	366,644	522,293	334,095
1978	417,192	557,114	386,787
1979	466,517	595,167	436,597
1980	519,014	636,266	489,988
1981	531,738	682,739	489,167
1982	618,028	734,882	584,381
1983	670,245	830,163	623,655
1984	752,225	939,632	699,389
1985	765,875	879,471	734,187
1986	798,403	931,307	761,349
1987	825,202	945,499	792,576
1988	854,560	979,929	821,177

* 1987 and 1988 estimated by respondents.

PIZZA FRANCHISE RESTAURANTS

(1973 - 1988*)

SALES (000)

	Total	Percent Change	Company-Owned	Percent Change	Franchisee-Owned	Percent Change
1973	$ 505,103		$ 174,379		$ 330,724	
1974	705,423	39.7%	267,915	53.6%	437,508	32.3%
1975	924,364	31.0%	375,490	40.2%	548,873	25.4%
1976	1,091,534	18.1%	445,145	18.6%	646,398	17.8%
1977	1,416,254	29.7%	556,053	24.2%	860,201	33.1%
1978	1,735,279	22.5%	696,364	25.2%	1,038,915	20.8%
1979	2,141,618	23.4%	821,046	17.9%	1,320,572	27.1%
1980	2,455,542	14.6%	916,118	11.6%	1,539,424	16.6%
1981	3,169,601	29.0%	1,168,509	27.6%	2,001,092	30.0%
1982	3,740,072	18.0%	1,419,723	21.5%	3,320,349	16.0%
1983	4,649,022	24.3%	1,806,178	27.2%	2,842,844	22.5%
1984	4,932,329	6.1%	1,874,951	3.8%	3,057,378	7.5%
1985	6,193,899	25.6%	2,410,905	28.6%	3,782,994	23.7%
1986	7,459,493	20.4%	2,916,096	21.0%	4,543,397	20.1%
1987	8,126,293	8.9%	3,171,192	8.7%	4,955,101	9.1%
1988	9,152,448	12.6%	3,516,405	10.9%	5,636,043	13.7%

NUMBER OF UNITS

	Total	Percent Change	Company-Owned	Percent Change	Franchisee-Owned	Percent Change
1973	3,364		1,153		2,211	
1974	4,329	28.7%	1,698	47.3%	2,631	19.0%
1975	5,011	15.8%	2,084	22.7%	2,927	11.3%
1976	5,745	14.7%	2,413	15.8%	3,332	13.8%
1977	6,759	17.6%	2,756	14.2%	4,003	20.1%
1978	7,542	11.6%	3,042	10.4%	4,500	12.4%
1979	8,407	11.5%	3,285	8.0%	5,122	13.8%
1980	8,914	6.0%	3,389	3.2%	5,525	7.9%
1981	9,695	8.8%	3,540	4.5%	6,929	12.6%
1982	10,629	9.6%	3,700	4.5%	6,929	12.6%
1983	11,852	11.5%	4,140	11.9%	7,712	11.3%
1984	12,705	7.2%	4,362	5.4%	8,343	8.2%
1985	14,174	11.6%	4,651	6.6%	9,523	14.1%
1986	16,221	14.4%	5,292	13.8%	10,929	14.8%
1987	17,739	9.3%	5,769	9.0%	11,970	9.5%
1988	19,912	12.2%	6,342	9.9%	13,570	13.3%

* 1987 and 1988 estimated by respondents.

PIZZA FRANCHISE RESTAURANTS

(1973 - 1988*)

SALES PER ESTABLISHMENT

	Total	Company-Owned	Franchisee-Owned
1973	$150,150	$151,239	$149,581
1974	162,953	157,783	166,290
1975	184,467	180,178	187,521
1976	189,997	184,478	193,997
1977	209,536	201,761	214,889
1978	230,082	228,916	230,870
1979	254,742	249,937	257,823
1980	275,470	270,321	278,629
1981	326,932	330,087	325,117
1982	351,874	383,709	334,875
1983	392,256	436,275	368,626
1984	388,219	429,837	366,460
1985	436,990	518,363	397,248
1986	459,866	551,039	415,719
1987	458,103	549,695	413,960
1988	459,645	554,463	415,331

* 1987 and 1988 estimated by respondents.

MEXICAN FRANCHISE RESTAURANTS

(1973 - 1988*)

SALES (000)

	Total	Percent Change	Company-Owned	Percent Change	Franchisee-Owned	Percent Change
1973	$ 138,410		$ 54,600		$ 83,810	
1974	177,763	28.4%	71,224	30.4%	106,539	27.1%
1975	272,587	53.3%	116,070	63.0%	156,517	46.9%
1976	309,113	13.4%	140,985	21.5%	168,128	7.4%
1977	495,043	60.1%	238,250	69.0%	256,793	52.7%
1978	602,376	21.7%	304,697	27.9%	297,679	15.9%
1979	694,514	15.3%	322,758	5.9%	371,756	24.8%
1980	878,523	26.5%	394,900	22.4%	483,623	30.1%
1981	1,069,712	21.8%	490,134	24.1%	579,578	19.8%
1982	1,258,054	17.6%	645,034	31.6%	613,020	5.8%
1983	1,681,668	33.7%	865,461	34.2%	816,207	33.1%
1984	2,113,104	25.6%	1,121,070	29.5%	992,034	21.5%
1985	2,400,009	13.6%	1,312,760	17.1%	1,087,249	9.6%
1986	2,889,490	20.4%	1,594,729	21.5%	1,294,761	19.1%
1987	3,078,981	6.6%	1,682,443	5.5%	1,396,538	7.9%
1988	3,342,253	8.6%	1,797,775	6.9%	1,544,478	10.6%

NUMBER OF UNITS

	Total	Percent Change	Company-Owned	Percent Change	Franchisee-Owned	Percent Change
1973	1,030		351		679	
1974	1,157	12.3%	461	18.5%	741	9.1%
1975	1,462	26.4%	518	24.5%	944	27.4%
1976	1,652	13.0%	610	17.8%	1,042	10.4%
1977	2,147	30.0%	847	38.8%	1,300	24.8%
1978	2,329	8.5%	993	10.2%	1,336	2.8%
1979	2,477	6.4%	1,050	5.7%	1,427	6.8%
1980	2,774	12.0%	1,208	15.0%	1,566	9.7%
1981	3,002	8.2%	1,320	9.3%	1,682	7.4%
1982	3,059	1.9%	1,399	6.0%	1,660	-1.3%
1983	3,469	13.4%	1,538	9.9%	1,931	16.3%
1984	3,774	8.8%	1,702	10.7%	2,072	7.3%
1985	4,125	9.3%	1,865	9.6%	2,260	9.1%
1986	4,460	8.1%	2,057	10.3%	2,403	6.3%
1987	4,733	6.2%	2,110	2.6%	2,623	9.2%
1988	5,119	8.2%	2,227	5.5%	2,892	10.3%

* 1987 and 1988 estimated by respondents.

MEXICAN FRANCHISE RESTAURANTS

(1973 - 1988*)

SALES PER ESTABLISHMENT

	Total	Company-Owned	Franchisee-Owned
1973	$134,379	$155,555	$123,432
1974	153,641	171,212	143,777
1975	186,448	224,073	165,802
1976	187,114	231,123	161,351
1977	230,574	281,287	197,533
1978	258,641	306,845	222,814
1979	280,385	307,388	260,515
1980	316,699	326,904	308,827
1981	356,331	371,314	344,577
1982	411,263	461,068	369,289
1983	484,770	562,718	422,686
1984	559,911	658,678	478,781
1985	581,820	703,893	481,084
1986	647,868	775,269	538,810
1987	650,535	797,366	532,420
1988	652,911	807,263	534,052

* 1987 and 1988 estimated by respondents.

SEAFOOD FRANCHISE RESTAURANTS

(1973 - 1988*)

SALES (000)

	Total	Percent Change	Company-Owned	Percent Change	Franchise-Owned	Percent Change
1973	$ 95,245		$ 39,861		$ 55,384	
1974	152,616	60.2%	64,862	62.7%	87,754	58.4%
1975	295,670	93.7%	113,055	74.3%	182,615	108.1%
1976	439,762	48.7%	169,889	50.3%	269,873	47.8%
1977	579,067	31.7%	224,775	32.3%	354,292	31.3%
1978	563,827	-2.6%	216,486	-3.7%	347,341	- 2.0%
1979	773,736	37.2%	317,572	46.7%	456,164	31.3%
1980	785,806	1.5%	378,339	19.1%	407,467	-10.7%
1981	888,491	13.1%	479,506	26.7%	408,985	0.4%
1982	909,265	2.3%	518,090	8.0%	391,175	- 4.4%
1983	938,261	3.2%	532,789	2.8%	405,472	3.6%
1984	1,074,426	14.5%	622,258	16.8%	452,168	11.5%
1985	1,212,951	12.9%	713,263	14.6%	499,688	10.5%
1986	1,363,710	12.4%	802,535	12.5%	561,175	12.3%
1987	1,479,704	8.5%	875,194	9.1%	604,510	7.7%
1988	1,689,180	14.2%	1,001,510	14.4%	687,670	13.8%

NUMBER OF UNITS

	Total	Percent Change	Company-Owned	Percent Change	Franchisee-Owned	Percent Change
1973	540		217		323	
1974	759	40.6%	325	49.8%	434	34.4%
1975	1,351	78.0%	527	62.2%	824	89.9%
1976	1,831	35.5%	680	29.0%	1,151	39.7%
1977	2,347	28.2%	878	29.1%	1,469	27.6%
1978	2,297	- 2.3%	899	2.4%	1,398	- 4.8%
1979	2,383	3.7%	965	7.3%	1,418	1.4%
1980	2,290	- 3.9%	1,088	12.7%	1,202	-15.2%
1981	2,226	- 2.8%	1,151	5.8%	1,075	-10.6%
1982	2,221	- 0.2%	1,152	0.1%	1,069	- 0.6%
1983	2,309	4.0%	1,197	3.9%	1,112	4.0%
1984	2,320	0.5%	1,308	9.3%	1,012	-9.0%
1985	2,423	4.4%	1,362	4.1%	1,061	4.8%
1986	2,518	3.9%	1,438	5.6%	1,080	1.8%
1987	2,684	6.6%	1,552	7.9%	1,132	4.8%
1988	2,917	8.7%	1,681	8.3%	1,236	9.2%

* 1987 and 1988 estimated by respondents.

SEAFOOD FRANCHISE RESTAURANTS

(1973 - 1988*)

SALES PER ESTABLISHMENT

	Total	Company-Owned	Franchisee-Owned
1973	$176,377	$183,691	$171,468
1974	201,075	199,575	202,198
1975	218,853	214,526	221,620
1976	240,176	249,837	234,468
1977	246,726	256,008	241,178
1978	245,462	240,808	248,456
1979	324,689	329,090	321,695
1980	343,147	347,738	338,991
1981	399,142	416,600	380,451
1982	409,394	449,731	365,926
1983	406,350	445,104	364,633
1984	463,115	475,732	446,806
1985	500,599	523,688	470,959
1986	541,585	558,091	519,606
1987	551,306	563,914	534,019
1988	579,081	595,782	556,367

* 1987 and 1988 estimated by respondents.

PANCAKE FRANCHISE RESTAURANTS

(1973 - 1988*)

SALES (000)

	Total	Percent Change	Company-Owned	Percent Change	Franchisee-Owned	Percent Change
1973	$254,565		$ 53,370		$201,195	
1974	267,868	5.2%	49,420	- 7.4%	218,448	8.6%
1975	371,498	38.7%	79,637	61.1%	291,861	33.6%
1976	464,462	25.0%	89,975	13.0%	374,487	28.3%
1977	552,112	18.9%	103,530	15.1%	448,582	19.8%
1978	601,029	8.9%	139,899	35.1%	461,130	2.8%
1979	726,429	20.8%	204,180	45.9%	522,249	13.3%
1980	784,546	8.0%	245,385	20.2%	539,161	3.2%
1981	847,650	8.0%	275,201	12.2%	572,449	6.2%
1982	893,625	5.4%	277,994	1.0%	615,631	7.5%
1983	838,291	- 6.2%	264,442	- 4.9%	573,849	- 6.8%
1984	985,350	17.5%	318,193	20.3%	667,157	16.3%
1985	1,101,858	11.8%	331,594	4.1%	770,264	15.5%
1986	1,203,357	9.2%	401,143	21.0%	802,214	4.1%
1987	1,308,610	8.7%	429,865	7.2%	878,745	9.5%
1988	1,452,450	11.0%	468,300	8.9%	984,150	12.0%

NUMBER OF UNITS

	Total	Percent Change	Company-Owned	Percent Change	Franchisee-Owned	Percent Change
1973	883		208		675	
1974	818	- 7.4%	155	-25.5%	663	- 1.8%
1975	1,099	34.4%	261	68.4%	838	26.4%
1976	1,226	11.6%	263	0.8%	963	14.9%
1977	1,353	10.4%	273	3.8%	1,080	12.1%
1978	1,441	6.5%	363	32.9%	1,078	- 0.2%
1979	1,600	11.0%	427	17.6%	1,173	8.8%
1980	1,278	-20.1%	367	-14.1%	911	-22.3%
1981	1,500	17.4%	527	43.6%	973	6.8%
1982	1,645	9.7%	516	- 2.1%	1,129	16.0%
1983	1,558	- 5.3%	488	- 5.4%	1,070	- 5.2%
1984	1,704	9.4%	526	7.8%	1,178	10.1%
1985	1,761	3.3%	542	3.0%	1,219	3.5%
1986	1,830	3.9%	603	11.3%	1,227	.7%
1887	1,921	5.0%	625	3.6%	1,296	5.6%
1988	2,069	7.7%	658	5.3%	1,411	8.9%

* 1987 and 1988 estimated by respondents.

PANCAKE FRANCHISE RESTAURANTS

(1973 - 1988*)

SALES PER ESTABLISHMENT

	Total	Company-Owned	Franchisee-Owned
1973	$288,296	$256,586	$298,067
1974	327,467	318,839	329,484
1975	338,033	305,123	348,283
1976	378,843	342,110	388,875
1977	408,065	379,231	415,354
1978	417,092	385,397	427,764
1979	454,018	478,173	445,225
1980	613,886	668,624	591,834
1981	565,100	522,203	588,334
1982	543,237	538,748	545,289
1983	538,056	541,889	536,307
1984	578,257	604,930	566,347
1985	625,700	611,797	631,882
1986	657,572	665,245	653,801
1987	681,213	687,784	678,044
1988	702,006	711,702	697,784

* 1987 and 1988 estimated by respondents.

STEAK, FULL MENU FRANCHISE RESTAURANTS

(1973 - 1988*)

SALES (000)

	Total	Percent Change	Company-Owned	Percent Change	Franchisee-Owned	Percent Change
1973	$1,494,444		$ 818,531		$ 675,913	
1974	1,865,330	24.8%	1,018,830	24.5%	846,500	25.2%
1975	2,209,881	18.5%	1,196,494	17.4%	1,013,387	19.7%
1976	2,585,786	17.0%	1,310,103	9.5%	1,275,683	25.9%
1977	3,822,634	47.8%	1,703,461	30.0%	2,119,173	66.1%
1978	4,531,709	18.5%	2,104,623	23.5%	2,427,086	14.5%
1979	5,225,166	15.3%	2,575,335	22.4%	2,649,831	9.2%
1980	5,935,804	13.6%	2,917,911	13.3%	3,017,893	13.9%
1981	6,566,702	10.6%	3,311,457	13.5%	3,255,245	7.9%
1982	6,708,742	2.2%	3,229,898	-2.5%	3,478,844	6.9%
1983	7,716,262	15.0%	4,095,365	26.8%	3,620,897	4.1%
1984	7,767,393	0.7%	4,671,807	14.1%	3,095,586	-14.5%
1985	8,562,410	10.2%	4,811,355	3.0%	3,751,055	21.2%
1986	9,046,395	5.7%	4,895,423	1.7%	4,150,972	10.7%
1987	9,811,267	8.5%	5,259,970	7.4%	4,551,297	9.6%
1988	10,899,728	11.1%	5,715,234	8.7%	5,184,494	13.9%

NUMBER OF UNITS

	Total	Percent Change	Company-Owned	Percent Change	Franchisee-Owned	Percent Change
1973	3,946		2,016		1,930	
1974	4,647	17.8%	2,404	19.3%	2,243	16.2%
1975	5,148	10.8%	2,703	12.4%	2,445	9.0%
1976	5,669	10.1%	2,849	5.4%	2,820	15.3%
1977	7,253	27.9%	3,136	10.1%	4,117	46.0%
1978	7,924	9.3%	3,479	10.9%	4,445	8.0%
1979	8,487	7.1%	3,788	8.9%	4,699	5.7%
1980	8,858	4.4%	4,013	5.9%	4,845	3.1%
1981	9,406	6.2%	4,297	7.1%	5,109	5.5%
1982	9,135	-2.9%	4,020	-6.4%	5,115	0.1%
1983	9,849	7.8%	4,794	19.2%	5,055	-1.2%
1984	9,563	-2.9%	4,883	1.9%	4,680	-7.4%
1985	9,466	-1.0%	4,766	-2.4%	4,700	0.4%
1986	9,628	1.7%	4,672	-2.2%	4,956	5.4%
1987	10,044	4.3%	4,789	2.5%	5,255	6.0%
1988	10,904	8.6%	5,066	5.8%	5,838	11.1%

* 1987 and 1988 estimated by respondents.

STEAK, FULL MENU FRANCHISE RESTAURANTS

(1973 - 1988*)

SALES PER ESTABLISHMENT

	Total	Company-Owned	Franchisee-Owned
1973	$378,724	$406,017	$350,214
1974	401,405	423,806	377,396
1975	429,270	442,654	414,473
1976	456,127	459,847	452,370
1977	527,042	543,195	514,737
1978	571,897	604,951	546,026
1979	615,667	679,866	563,913
1980	670,106	727,115	622,888
1981	698,140	770,644	637,159
1982	734,400	803,457	680,126
1983	783,456	854,269	716,300
1984	812,234	956,749	661,450
1985	904,544	1,010,789	-798,097
1986	939,592	1,047,822	837,565
1987	976,829	1,098,344	866,089
1988	999,608	1,128,155	888,060

* 1987 and 1988 estimated by respondents.

SANDWICH/OTHER FRANCHISE RESTAURANTS

(1973 - 1988*)

SALES (000)

	Total	Percent Change	Company-Owned	Percent Change	Franchisee-Owned	Percent Change
1973	$ 33,737		$ 2,210		$ 31,617	
1974	43,522	29.0%	3,510	65.6%	40,012	26.6%
1975	54,174	24.5%	4,692	33.7%	49,482	23.7%
1976	75,763	39.8%	8,258	76.0%	67,505	36.4%
1977	125,590	65.8%	15,270	84.9%	109,870	62.8%
1978	169,719	35.1%	28,034	83.6%	141,685	29.0%
1979	205,850	21.3%	29,260	4.3%	176,590	24.6%
1980	265,421	28.9%	42,836	46.4%	222,585	26.0%
1981	339,480	27.9%	60,768	41.9%	278,712	25.2%
1982	375,138	10.5%	64,717	6.5%	310,421	11.4%
1983	502,595	34.0%	93,233	44.1%	409,362	31.9%
1984	626,060	24.6%	129,624	39.0%	496,436	21.3%
1985	680,854	8.8%	123,965	-4.4%	556,889	12.2%
1986	777,657	14.2%	90,485	-17.0%	687,172	23.4%
1987	956,327	23.0%	95,162	5.2%	861,165	25.3%
1988	1,253,126	31.0%	130,813	31.7%	1,122,313	30.3%

NUMBER OF UNITS

	Total	Percent Change	Company-Owned	Percent Change	Franchisee-Owned	Percent Change
1973	275		9		266	
1974	331	20.4%	29	222.2%	302	13.5%
1975	396	19.6%	33	13.8%	363	20.2%
1976	540	36.4%	45	36.4%	495	36.4%
1977	854	58.1%	162	260.0%	692	39.8%
1978	1,033	21.0%	216	33.3%	817	18.1%
1979	1,197	15.8%	226	4.6%	971	18.8%
1980	1,480	23.6%	267	18.1%	1,213	24.9%
1981	1,684	13.8%	345	29.2%	1,339	10.4%
1982	1,810	7.5%	379	9.8%	1,431	6.9%
1983	2,074	14.6%	429	13.2%	1,645	15.0%
1984	2,548	22.8%	563	31.2%	1,985	20.7%
1985	2,660	4.4%	481	-14.6%	2,179	9.8%
1986	3,067	15.3%	283	-41.2%	2,784	27.8%
1987	3,788	23.5%	288	1.8%	3,500	25.7%
1988	4,878	28.8%	339	17.7%	4,536	29.6%

* 1987 and 1988 estimated by respondents.

SANDWICH/OTHER FRANCHISE RESTAURANTS

(1973 - 1988*)

SALES PER ESTABLISHMENT

	Total	Company-Owned	Franchisee-Owned
1973	$122,680	$235,556	$118,861
1974	131,486	121,034	132,490
1975	136,803	142,[illegible]	136,314
1976	140,302	183,[illegible]	136,374
1977	147,061	94,259	158,772
1978	164,297	129,787	173,421
1979	171,971	129,469	181,864
1980	179,338	160,434	183,500
1981	201,591	176,139	208,149
1982	207,258	170,757	216,926
1983	242,331	217,326	248,852
1984	245,706	230,238	250,094
1985	255,960	257,723	255,571
1986	253,556	319,735	246,829
1987	252,462	330,424	246,047
1988	257,051	385,879	247,424

* 1987 and 1988 estimated by respondents.

SECTION III

SALES AND ESTABLISHMENT DATA ON DONUT SHOPS AND ICE CREAM/YOGURT STORES

SECTION HIGHLIGHTS

Classification: Because donut and ice cream/yogurt franchises are classified as "food retailers other than convenience stores," their sales are not included in the $52.3 billion figure reported for total franchise restaurant sales in 1986. If these segments were included, franchise restaurant sales would have reached $54.9 billion and accounted for 45.7 percent of eating place sales in 1986.

Number of firms: In 1986 there were 60 ice cream/yogurt franchise firms, 10 more than in 1985. The number of donut franchise firms remained at 22.

Employees: Donut and ice cream/yogurt establishments employed over 102,000 employees in 1986, up 6.9 percent over the prior year.

Unit growth: The number of donut franchise stores dipped 0.7 percent in 1986. The number of ice cream/yogurt franchise establishments rose a healthy 9.0 percent in 1986.

Sales growth: Sales for both donut and ice cream/yogurt shops fared well in 1986. Franchise donut shop sales were up 11.9 percent over 1985 and ice cream/yogurt places posted a 17.6 percent increase.

Sales per unit: Donut shops averaged $341,352 in sales during 1986 and sales per unit for ice cream/yogurt places was $170,685.

NUMBER OF FRANCHISE DONUT
AND ICE CREAM/YOGURT FIRMS

(1977 - 1986)

	Donut Shops	Ice cream/yogurt Stores
1977	15	16
1978	17	24
1979	17	26
1980	21	28
1981	22	27
1982	20	21
1983	19	45
1984	21	49
1985	22	50
1986	22	60

DONUT SHOPS AND ICE CREAM STORES
FRANCHISE RESTAURANT EMPLOYMENT

(1977 - 1986)

	Donut Shops	Ice cream/yogurt Stores
1977	27,018	23,379
1978	32,874	35,060
1979	28,112	40,325
1980	34,870	37,557
1981	31,992	38,785
1982	29,217	41,116
1983	28,328	44,483
1984	29,824	51,680
1985	40,792	54,653
1986	39,778	62,253

FRANCHISE DONUT SHOPS
(1977 - 1988*)
SALES (000)

	Total	Percent Change	Company-Owned	Percent Change	Franchisee-Owned	Percent Change
1977	$393,305		$ 26,449		$366,856	
1978	514,104	30.7%	41,551	57.1%	472,559	28.8%
1979	555,058	8.0%	48,750	17.3%	506,308	7.1%
1980	687,853	23.9%	65,243	33.8%	622,610	23.0%
1981	649,404	-5.6%	81,011	24.2%	568,393	-8.7%
1982	679,837	4.7%	88,687	9.5%	591,150	4.0%
1983	690,894	1.6%	88,923	0.3%	601,971	1.8%
1984	756,591	9.5%	88,063	-1.0%	668,528	11.1%
1985	1,070,697	41.5%	306,020	247.5%	764,677	14.4%
1986	1,198,144	11.9%	290,706	-5.0%	907,438	18.7%
1987	1,315,097	9.8%	293,768	1.1%	1,021,329	12.6%
1988	1,489,026	13.2%	307,090	4.5%	1,181,936	15.7%

NUMBER OF UNITS

	Total	Percent Change	Company-Owned	Percent Change	Franchisee-Owned	Percent Change
1977	2,051		165		1,886	
1978	2,244	9.4%	183	10.9%	2,061	9.3%
1979	2,317	3.2%	191	4.4%	2,126	3.2%
1980	2,596	12.0%	215	12.6%	2,381	12.0%
1981	2,218	-14.6%	222	3.3%	1,996	-16.2%
1982	2,221	0.1%	226	1.8%	1,995	-0.1%
1983	2,177	-2.0%	216	-4.4%	1,961	-1.7%
1984	2,318	6.5%	218	0.9%	2,100	7.1%
1985	3,535	52.5%	1,078	394.5%	2,457	17.0%
1986	3,510	-0.7%	1,036	-3.9%	2,474	0.1%
1987	3,702	5.5%	1,012	-2.3%	2,690	8.7%
1988	3,983	7.6%	1,006	-0.6%	2,977	10.7%

SALES PER ESTABLISHMENT

	Total	Company-Owned	Franchisee-Owned
1977	$191,761	$160,297	$194,515
1978	229,102	227,055	229,286
1979	239,558	255,235	238,150
1980	264,966	303,456	261,491
1981	292,788	364,914	284,766
1982	306,095	392,420	296,316
1983	317,360	411,680	306,971
1984	326,398	403,959	318,347
1985	302,885	283,878	392,624
1986	341,352	280,604	366,790
1987	355,240	290,285	379,676
1988	373,845	305,258	397,023

* 1987 and 1988 estimated by respondents.

FRANCHISE ICE CREAM AND YOGURT STORES
(1977 - 1988*)

SALES (000)

	Total	Percent Change	Company-Owned	Percent Change	Franchisee-Owned	Percent Change
1977	$ 373,464		$ 6,981		$ 366,483	
1978	562,424	50.6%	31,324	348.7%	531,100	44.9%
1979	598,509	6.4%	21,347	-31.9%	577,162	8.7%
1980	693,246	15.8%	22,274	4.3%	670,972	16.2%
1981	793,518	14.5%	25,010	12.3%	768,508	14.5%
1982	856,466	7.9%	51,713	106.8%	804,753	4.7%
1983	965,285	12.7%	61,307	18.6%	903,978	12.3%
1984	944,693	-2.1%	55,977	-8.7%	888,716	-1.7%
1985	1,230,115	30.2%	46,437	-17.0%	1,183,678	33.2%
1986	1,446,210	17.6%	140,827	303.0%	1,305,383	10.3%
1987	1,610,646	11.4%	150,668	7.0%	1,459,978	11.8%
1988	1,880,191	16.7%	171,674	13.9%	1,708,517	17.0%

NUMBER OF UNITS

	Total	Percent Change	Company-Owned	Percent Change	Franchisee-Owned	Percent Change
1977	5,525		68		5,458	
1978	5,960	7.9%	121	77.9%	5,839	7.0%
1979	5,355	-10.2%	112	- 7.4%	5,243	-10.2%
1980	5,516	3.0%	153	36.6%	5,363	2.3%
1981	5,427	- 1.6%	135	-11.8%	5,292	- 1.3%
1982	5,547	2.2%	163	20.7%	5,384	1.7%
1983	6,322	14.0%	186	14.1%	6,136	14.0%
1984	6,736	6.5%	202	8.6%	6,534	6.5%
1985	7,772	15.4%	242	19.8%	7,530	15.2%
1986	8,473	9.0%	287	18.6%	8,186	8.7%
1987	9,272	9.4%	320	11.5%	8,952	9.4%
1988	10,586	14.2%	372	16.3%	10,214	14.1%

SALES PER ESTABLISHMENT

	Total	Company-Owned	Franchisee-Owned
1977	$ 67,595	$102,662	$ 67,146
1978	94,366	258,876	90,957
1979	111,766	190,598	110,082
1980	125,679	145,582	125,111
1981	146,217	185,259	145,221
1982	154,402	317,258	149,471
1983	152,687	329,608	147,324
1984	140,245	277,114	136,014
1985	158,275	191,888	157,195
1986	170,685	490,686	159,465
1987	173,710	470,838	163,090
1988	177,611	461,489	167,272

* 1987 and 1988 estimated by respondents.

SECTION IV

FINANCIAL, OWNERSHIP AND EMPLOYMENT STATISTICS

SECTION HIGHLIGHTS

Types of agreements issued:	In 1986, 39.3 percent of the franchise agreements were issued for 20 years.
Renewals and terminations:	Of the 1,464 franchise agreements eligible for renewal, 89.2 percent were renewed. On the other hand, 1,393 franchise agreements were terminated in 1986.
Changes in ownership:	In 1986, 429 units were repurchased for company ownership, while 866 were converted to franchisee ownership. A total of 2,036 units were discontinued in 1986 down from 2,159 in the previous year.
Minority ownership:	The number of minority franchise owners decreased 8.0 percent in 1986. Blacks accounted for the largest proportion of minority owners--36.0 percent.
Total investment and start up cash:	The median investment for a company-owned unit in 1986 was $325,000, while that for a franchisee-owned unit was $250,000. The median start-up cash required for a franchise-owned unit was $75,000.
Sales of products to franchises:	Food ingredients accounted for 70.8 percent of the products and services purchased from franchisors in 1986.
Employment:	Franchise restaurant employment approached 2.46 million in 1986, up 0.5 percent from 1985. Franchisee-owned units accounted for the largest share of total franchise restaurant employment in 1986--65.4 percent.

TYPES OF FRANCHISE AGREEMENTS ISSUED

(1981-1986)

	NUMBER OF FIRMS	FIRMS THAT ISSUED AGREEMENTS	TERM OF AGREEMENT (NUMBER OF YEARS)								
			1	3	5	10	15	20	25	PERPETUAL	OTHERS
1981	440	279	2	0	15	59	47	116	10	25	5
1982	458	315	1	0	18	56	67	132	9	26	6
1983	466	319	1	0	14	65	63	137	7	28	4
1984	465	317	2	0	9	67	61	138	10	25	5
1985	470	321	1	0	16	74	58	136	7	25	4
1986	488	336	0	0	12	91	69	132	6	22	4

FRANCHISE AGREEMENTS
RENEWALS AND TERMINATIONS

(1979 - 1986)

RENEWALS	1979	1980	1981	1982
Eligible for renewal	938	933	910	927
Renewed	836	832	810	763
Not renewed:	102	101	100	164
By franchisor	22	24	17	48
By franchisee	46	24	28	57
By mutual agreement	34	53	55	59

TERMINATIONS				
Total	1,062	1,119	1,336	729
By franchisor	501	589	640	491
By franchisee	485	509	530	177
By mutual agreement	76	21	166	61
Reasons for termination				
By franchisor:				
Non-payment of royalty and financial default	317	284	423	181
Quality control violations	18	22	23	61
Other	166	283	194	249

RENEWALS	1983	1984	1985	1986
Eligible for renewal	928	842	1,074	1,464
Renewed	773	712	967	1,306
Not renewed:	155	130	107	158
By franchisor	49	39	24	34
By franchisee	65	58	32	62
By mutual agreement	41	33	51	62

TERMINATIONS	1983	1984	1985	1986
Total	884	1,008	1,120	1,393
By franchisor	472	508	479	765
By franchisee	400	495	617	625
By mutual agreement	12	5	24	3
Reasons for termination				
By franchisor:				
Non-payment of royalty and financial default	273	269	229	375
Quality control violations	36	36	70	35
Other	163	203	180	355

TYPES OF CHANGES IN OWNERSHIP

(1973 - 1986)

	1973	1974	1975	1976	1977	1978	1979
Repurchased for company ownership	533	477	311	280	305	321	484
Converted to franchisee ownership	175	198	184	413	425	312	579
Establishments Discontinued:							
Company-Owned	210	288	281	221	219	334	376
Franchisee-Owned	619	842	883	981	789	1,061	1,072
TOTAL	1,537	1,805	1,659	1,895	1,738	2,028	2,511

	1980	1981	1982	1983	1984	1985	1986
Repurchased for company ownership	394	489	475	279	328	322	429
Converted to franchisee ownership	498	426	389	352	339	622	866
Establishments Discontinued:							
Company-Owned	392	401	354	445	306	537	601
Franchisee-Owned	1,408	1,454	1,084	1,085	1,024	1,622	1,435
TOTAL	2,692	2,770	2,302	2,161	1,997	3,103	3,331

MINORITY FRANCHISE RESTAURANT OWNERSHIP

(1973 - 1986)

NUMBER

	1973	1974	1975	1976	1977	1978	1979
Black	221	258	268	255	283	412	430
Spanish Surname	217	343	357	271	291	402	387
American Indian	13	18	22	22	23	31	24
Asian	73	101	117	198	232	263	298
TOTAL	524	720	764	746	829	1,108	1,139

	1980	1981	1982	1983	1984	1985	1986
Black	415	395	478	525	644	772	854
Spanish Surname	434	415	456	548	648	739	715
American Indian	30	29	22	36	13	9	5
Asian	311	393	538	665	649	1,056	799
TOTAL	1,190	1,232	1,494	1,774	1,954	2,576	2,373

TOTAL INVESTMENT AND START-UP CASH REQUIRED*

(1981 - 1986)

	NUMBER OF FIRMS	NUMBER REPORTING	TOTAL INVESTMENT (000) COMPANY-OWNED LOWEST	COMPANY-OWNED HIGHEST	COMPANY-OWNED MEDIAN	FRANCHISEE-OWNED LOWEST	FRANCHISEE-OWNED HIGHEST	FRANCHISEE-OWNED MEDIAN
1981	440	200	$19	$1,092	$275	$17	$1,030	$300
1982	458	268	12	2,000	300	20	2,000	285
1983	466	262	10	2,000	350	15	1,600	230
1984	465	282	20	2,000	350	16	2,000	250
1985	470	293	30	1,800	350	40	1,600	240
1986	488	321	35	2,000	325	25	2,000	250

	START-UP CASH (000) FRANCHISEE-OWNED LOWEST	FRANCHISEE-OWNED HIGHEST	FRANCHISEE-OWNED MEDIAN
1981	$4	$320	$60
1982	5	750	75
1983	5	750	70
1984	5	700	100
1985	5	730	75
1986	10	500	75

* Investment and start-up cash represent medians reported by respondents.

TOTAL SALES OF PRODUCTS AND SERVICES BY FRANCHISORS TO FRANCHISEES

(1981 - 1988*)
(000)

	Total	Merchandise (non-food) for resale	Supplies (such as paper goods, etc.)	Food ingredients	Other
1981	$ 824,281	$ 50,132	$244,587	$ 487,277	$42,285
1982	988,650	60,356	197,305	701,442	29,547
1983	1,167,980	65,706	174,389	887,405	40,480
1984	1,334,029	108,076	190,276	986,997	48,680
1985	1,219,097	178,959	200,781	776,866	62,491
1986	1,749,640	162,269	292,023	1,240,183	55,165
1987	1,811,116	177,092	274,332	1,299,326	60,366
1988	2,288,971	220,590	533,500	1,467,839	67,042

*1987 and 1988 estimated by respondents.

FRANCHISE RESTAURANT EMPLOYMENT

(1973 - 1986)

	Total	Percent Change	Company-Owned	Percent Change	Franchisee-Owned	Percent Change
1973	744,469		218,579		525,890	
1974	806,807	8.4%	246,833	12.9%	559,974	6.5%
1975	893,468	10.7%	297,772	20.6%	595,696	6.4%
1976	1,064,618	19.2%	338,778	13.8%	728,840	22.4%
1977	1,230,081	15.5%	385,013	13.6%	845,068	15.9%
1978	1,367,637	11.2%	428,084	11.2%	939,553	11.2%
1979	1,497,283	9.5%	492,169	14.9%	1,005,114	6.9%
1980	1,612,479	7.7%	532,483	8.2%	1,079,996	7.4%
1981	1,664,170	3.2%	580,650	9.0%	1,083,520	0.3%
1982	1,815,086	9.1%	599,792	3.3%	1,215,294	12.2%
1983	1,954,646	7.7%	720,384	20.1%	1,234,262	1.6%
1984	2,182,143	11.6%	864,118	19.9%	1,318,025	6.8%
1985	2,441,947	11.9%	872,239	0.9%	1,569,708	19.1%
1986	2,453,621	0.5%	847,760	-2.8%	1,605,861	2.3%

Note: Includes part-time workers and working proprietors

SECTION V

FRANCHISE RESTAURANT ESTABLISHMENTS BY STATE AND REGION

SECTION HIGHLIGHTS

Regional growth:	The Middle Atlantic region recorded the strongest growth in 1986, the number of units jumped 9.1 percent.
Proportion of units by region:	The East North Central region accounted for the largest share of franchised units in 1986 -- 19.2 percent.
State growth:	Rhode Island (40.1 percent), Alaska (22.1 percent), New Hampshire (20.3%), Delaware (19.1%), New Mexico (17.6%) and Maryland (15.9 percent) posted the largest unit growth in 1986.
Proportion of units by state:	California, Texas, Ohio and Florida reported the largest concentration of units in 1986. Together these states accounted for 33 percent of all franchise units in the U.S.

(Note: For historical data on franchise restaurant establishments by state and region for years other than shown in this section, please refer to Franchise Restaurants: A Statistical Appendix to Foodservice Trends published in March 1987.)

FRANCHISE RESTAURANT ESTABLISHMENTS BY STATE AND REGION: 1975

	Total	Company-Owned	Franchisee-Owned
NEW ENGLAND	1,289	320	969
Maine	101	35	66
New Hampshire	106	26	80
Vermont	38	0	38
Massachusetts	497	141	356
Rhode Island	95	12	83
Connecticut	452	106	346
MIDDLE ATLANTIC	3,422	911	2,511
New York	1,540	603	937
New Jersey	749	81	668
Pennsylvania	1,133	227	906
EAST NORTH CENTRAL	8,587	2,382	6,205
Ohio	2,461	840	1,621
Indiana	1,346	363	983
Illinois	2,034	501	1,533
Michigan	1,785	475	1,310
Wisconsin	961	203	758
WEST NORTH CENTRAL	3,790	941	3,029
Minnesota	843	203	640
Iowa	862	110	752
Missouri	796	324	652
North Dakota	122	8	114
South Dakota	163	27	136
Nebraska	384	92	292
Kansas	620	177	443
SOUTH ATLANTIC	6,055	2,068	3,987
Delaware	71	11	60
Maryland	437	150	287
District of Co.	57	29	28
Virginia	822	244	578
West Virginia	287	65	222
North Carolina	962	280	682
South Carolina	474	131	343
Georgia	1,249	547	702
Florida	1,696	611	1,085

1975 (continued)

	Total	Company-Owned	Franchisee-Owned
EAST SOUTH CENTRAL	2,488	518	1,970
Kentucky	727	159	568
Tennessee	796	179	617
Alabama	663	140	523
Mississippi	302	40	262
WEST SOUTH CENTRAL	4,730	1,625	3,105
Arkansas	376	59	317
Louisiana	540	212	328
Oklahoma	638	244	394
Texas	3,176	1,110	2,066
MOUNTAIN	2,344	493	1,851
Montana	174	1	173
Idaho	169	6	163
Wyoming	97	8	89
Colorado	661	182	479
New Mexico	252	47	205
Arizona	560	140	420
Utah	276	56	220
Nevada	155	53	102
PACIFIC	4,984	1,127	3,747
Washington	610	111	499
Oregon	537	103	434
California	3,720	984	2,736
Alaska	27	0	27
Hawaii	90	39	51
SUBTOTAL*	37,869	10,495	27,374
UNREPORTED	5,114	1,190	3,924
TOTAL UNITED STATES	42,983	11,685	31,298

* Represents 88 percent of total establishments.

FRANCHISE RESTAURANT ESTABLISHMENTS BY STATE AND REGION: 1980

	Total	Company-Owned	Franchisee-Owned
NEW ENGLAND	1,547	480	1,067
Maine	145	44	101
New Hampshire	129	25	104
Vermont	48	3	45
Massachusetts	682	229	453
Rhode Island	105	37	68
Connecticut	438	142	296
MIDDLE ATLANTIC	4,943	1,256	3,687
New York	2,096	545	1,551
New Jersey	963	165	798
Pennsylvania	1,884	546	1,338
EAST NORTH CENTRAL	11,445	3,496	7,949
Ohio	3,298	1,138	2,160
Indiana	1,788	504	1,284
Illinois	2,751	833	1,918
Michigan	2,446	766	1,680
Wisconsin	1,162	255	907
WEST NORTH CENTRAL	5,351	1,356	3,995
Minnesota	1,170	313	857
Iowa	1,079	173	906
Missouri	1,352	482	870
North Dakota	191	10	181
South Dakota	198	23	175
Nebraska	499	143	356
Kansas	862	212	650
SOUTH ATLANTIC	9,048	3,109	5,939
Delaware	103	18	85
Maryland	706	242	464
District of Col.	102	49	53
Virginia	1,282	385	897
West Virginia	431	156	275
North Carolina	766	332	1,022
South Carolina	766	214	552
Georgia	1,790	731	1,059
Florida	2,514	982	1,532

1980 (continued)

	Total	Company-Owned	Franchisee-Owned
EAST SOUTH CENTRAL	4,167	1,060	3,107
Kentucky	1,189	306	883
Tennessee	1,276	400	876
Alabama	1,096	267	829
Mississippi	606	87	519
WEST SOUTH CENTRAL	7,867	2,624	5,243
Arkansas	615	128	487
Louisiana	899	278	621
Oklahoma	1,201	463	738
Texas	5,152	1,755	3,397
MOUNTAIN	3,483	799	2,684
Montana	187	8	179
Idaho	247	34	213
Wyoming	153	13	140
Colorado	1,043	302	741
New Mexico	381	62	319
Arizona	904	210	694
Utah	324	84	240
Nevada	244	86	158
PACIFIC	7,224	1,902	5,322
Washington	874	205	669
Oregon	709	173	536
California	5,395	1,461	3,934
Alaska	75	3	72
Hawaii	171	60	111
SUBTOTAL*	55,075	16,082	38,993
UNREPORTED	4,884	1,744	3,140
TOTAL UNITED STATES	59,959	17,826	42,133

* Represents 92 percent of total establishments.

FRANCHISE RESTAURANT ESTABLISHMENTS BY STATE AND REGION: 1985

	Total	Company-Owned	Franchisee-Owned
NEW ENGLAND	1,964	567	1,397
Maine	165	34	131
New Hampshire	138	26	112
Vermont	59	4	55
Massachusetts	793	251	542
Rhode Island	198	102	96
Connecticut	611	150	461
MIDDLE ATLANTIC	5,644	1,561	4,083
New York	2,148	454	1,694
New Jersey	1,203	313	890
Pennsylvania	2,293	794	1,499
EAST NORTH CENTRAL	13,401	4,363	9,038
Ohio	3,850	1,320	2,530
Indiana	2,188	640	1,548
Illinois	3,159	1,075	2,084
Michigan	2,816	939	1,877
Wisconsin	1,388	389	999
WEST NORTH CENTRAL	6,130	1,686	4,444
Minnesota	1,362	386	976
Iowa	1,096	196	900
Missouri	1,786	622	1,164
North Dakota	200	13	187
South Dakota	218	28	190
Nebraska	577	171	406
Kansas	891	270	621
SOUTH ATLANTIC	12,547	4,462	8,085
Delaware	152	58	94
Maryland	979	381	598
District of Col.	147	78	69
Virginia	1,684	543	1,141
West Virginia	497	165	332
North Carolina	1,744	418	1,326
South Carolina	1,144	326	818
Georgia	2,347	999	1,348
Florida	3,853	1,494	2,359

1985 (continued)

	Total	Company-Owned	Franchisee-Owned
EAST SOUTH CENTRAL	4,907	1,339	3,568
Kentucky	1,428	362	1,066
Tennessee	1,606	579	1,027
Alabama	1,156	289	867
Mississippi	717	109	608
WEST SOUTH CENTRAL	10,111	3,981	6,130
Arkansas	1,228	575	653
Louisiana	1,220	421	799
Oklahoma	1,310	501	809
Texas	6,353	2,484	3,869
MOUNTAIN	4,428	1,146	3,282
Montana	240	4	236
Idaho	231	17	214
Wyoming	181	20	161
Colorado	1,248	380	868
New Mexico	535	88	447
Arizona	1,241	425	816
Utah	424	79	345
Nevada	328	133	195
PACIFIC	10,204	2,873	7,331
Washington	1,367	370	997
Oregon	938	231	707
California	7,552	2,162	5,390
Alaska	104	5	99
Hawaii	243	105	138
TOTAL UNITED STATES	73,892	23,574	50,318

* Represents 93 percent of total establishments.

FRANCHISE RESTAURANT ESTABLISHMENTS BY STATE AND REGION: 1986[1]

	Total	Company-Owned	Franchisee-Owned
NEW ENGLAND	2,118	458	1,660
Maine	181	15	166
New Hampshire	166	47	119
Vermont	61	4	57
Massachusetts	830	254	576
Rhode Island	279	24	255
Connecticut	601	114	487
MIDDLE ATLANTIC	6,159	1,761	4,398
New York	2,422	608	1,814
New Jersey	1,307	303	1,004
Pennsylvania	2,430	850	1,580
EAST NORTH CENTRAL	14,150	4,535	9,615
Ohio	4,189	1,410	2,779
Indiana	2,204	652	1,552
Illinois	3,379	1,195	2,184
Michigan	2,919	923	1,996
Wisconsin	1,459	355	1,104
WEST NORTH CENTRAL	6,416	1,741	4,675
Minnesota	1,373	356	1,017
Iowa	1,137	216	921
Missouri	1,844	657	1,187
North Dakota	193	13	180
South Dakota	226	28	198
Nebraska	625	186	439
Kansas	1,018	285	733
SOUTH ATLANTIC	13,639	4,786	8,853
Delaware	181	83	98
Maryland	1,135	443	692
District of Col.	157	80	77
Virginia	1,868	644	1,224
West Virginia	546	166	380
North Carolina	1,957	468	1,489
South Carolina	1,116	298	818
Georgia	2,457	1,033	1,424
Florida	4,222	1,571	2,651

[1] Represents 94 percent of total establishments.

1986 (continued)

	Total	Company-Owned	Franchisee-Owned
EAST SOUTH CENTRAL	5,162	1,438	3,724
Kentucky	1,506	407	1,099
Tennessee	1,664	566	1,098
Alabama	1,242	319	923
Mississippi	750	146	604
WEST SOUTH CENTRAL	10,719	4,040	6,679
Arkansas	741	130	611
Louisiana	1,233	485	748
Oklahoma	1,508	582	926
Texas	7,237	2,843	4,394
MOUNTAIN	4,601	1,103	3,498
Montana	244	6	238
Idaho	245	23	222
Wyoming	189	21	168
Colorado	1,317	329	988
New Mexico	629	113	516
Arizona	1,240	416	824
Utah	393	83	310
Nevada	344	112	232
PACIFIC	10,826	3,048	7,778
Washington	1,105	295	810
Oregon	798	145	653
California	8,527	2,488	6,039
Alaska	127	19	108
Hawaii	269	101	168
TOTAL UNITED STATES	73,790	22,910	50,880

SECTION VI

INTERNATIONAL RESTAURANT FRANCHISING

SECTION HIGHLIGHTS

Number of international firms:	In 1986, 65 U.S. franchise firms operated international units, up from 61 in 1985.
Change in number of firms:	The number of pizza and steak/full menu firms increased by 3 to 17 and 16, respectively while chicken firms decreased by 1 to 7. The other segments remained the same in number.
Number of units:	There were 6,769 international units in 1986 — a 10.6 percent increase over the previous year.
Major restaurant types:	Hamburger franchise restaurants accounted for over half the international units and chicken units comprised 29.3 percent in 1986.
Largest increase in restaurant type:	The number of franchise sandwich units reached 36 in 1986, up dramatically from 1985. Pizza restaurants added 285 units, a 49.3% rise from 1985.
Restaurant concentration:	Canada and Japan had the largest concentration of U.S. franchise units -- 27.6 percent and 22.8 percent, respectively.

NUMBER OF U.S. FIRMS IN INTERNATIONAL
RESTAURANT FRANCHISING, BY RESTAURANT TYPE

(1980 - 1986)

Number of U.S. Firms

Major activity	1980	1981	1982	1983	1984	1985	1986
Chicken	6	6	6	7	9	8	7
Hamburger, etc.	15	15	14	14	16	13	13
Pizza	8	9	10	15	14	14	17
Mexican	5	6	6	7	7	6	5
Seafood	4	4	3	3	3	3	3
Pancake	3	2	2	2	2	2	2
Steak/full menu	14	16	16	14	14	13	16
Sandwich/other	2	1	0	2	2	2	2
TOTAL	57	59	57	64	67	61	65

INTERNATIONAL UNITS BY RESTAURANT TYPE

(1980 - 1986)

Number of U.S. Franchise Units

Major activity	1980	1981	1982	1983	1984	1985	1986
Chicken	1,299	1,377	1,483	1,621	1,757	1,878	1,982
Hamburger, etc.	1,887	2,099	2,362	2,811	3,117	3,251	3,461
Pizza	263	289	410	498	539	578	863
Mexican	24	60	52	83	90	109	107
Seafood	57	58	12	18	11	13	11
Pancake	16	15	14	12	12	15	18
Steak/full menu	396	425	342	470	461	271	291
Sandwich/other	2	2	0	3	3	7	36
TOTAL	3,943	4,325	4,675	5,516	5,990	6,122	6,769

NUMBER OF INTERNATIONAL UNITS BY COUNTRY

(1973 - 1986)

NUMBER OF ESTABLISHMENTS

LOCATION	1973	1974	1975	1976	1977	1978	1979
Canada	1,082	860	940	1,047	1,074	1,196	1,383
Mexico	69	71	78	87	79	84	95
Caribbean	61	70	81	96	115	150	148
Europe:							
United Kingdom	375	429	408	433	421	454	494
Other	78	101	98	103	154	164	212
Australia	186	223	230	224	328	384	422
Asia:							
Japan	184	265	311	415	460	590	801
Other	31	41	43	53	64	120	139
Other [1]	81	109	195	162	170	198	218
TOTAL	2,147	2,169	2,384	2,620	2,865	3,340	3,912

LOCATION	1980	1981	1982	1983	1984	1985	1986
Canada	1,227	1,220	1,172	1,539	1,591	1,542	1,869
Mexico	96	99	100	119	119	119	121
Caribbean	178	198	234	263	290	312	280
Europe:							
United Kingdom	511	442	481	542	576	615	608
Other	249	316	360	455	514	539	642
Australia	330	468	522	552	581	635	691
Asia:							
Japan	934	1,106	1,259	1,334	1,490	1,436	1,548
Other	201	230	276	365	431	499	552
Other[1]	217	246	271	347	398	425	458
TOTAL	3,943	4,325	4,675	5,516	5,990	6,122	6,769

[1] Includes South America, Africa, New Zealand and Central America.

LOCATION AND NUMBER OF INTERNATIONAL UNITS BY RESTAURANT TYPE*

(1981)

Major Activity	Canada	Mexico	Central America	South America	Caribbean	Africa
Chicken	13	65	10	13	92	103
Hamburger, etc.	890	0	35	7	71	0
Pizza	19	15	9	0	14	6
Mexican	39	0	0	0	16	0
Seafood	53	0	0	0	0	0
Pancake	7	0	0	0	0	0
Steak/full menu	197	19	0	0	5	1
Sandwich/other	2	0	0	0	0	0
TOTAL	1,220	99	54	20	198	110

	Europe		Asia			
	United Kingdom	Other	Japan	Other	Australia	New Zealand
Chicken	334	44	364	92	210	37
Hamburger, etc.	92	269	482	85	152	16
Pizza	13	3	55	50	96	9
Mexican	0	0	1	0	4	0
Seafood	0	0	5	0	0	0
Pancake	0	0	8	0	0	0
Steak/full menu	3	0	191	3	6	0
Sandwich/other	0	0	0	0	0	0
TOTAL	442	316	1,106	230	468	62

* Includes company-owned, franchisee-owned and joint ventures.

LOCATION AND NUMBER OF INTERNATIONAL UNITS BY RESTAURANT TYPE*

(1982)

Major Activity	Canada	Mexico	Central America	South America	Caribbean	Africa
Chicken	13	56	11	10	109	118
Hamburger, etc.	947	0	24	21	83	0
Pizza	68	24	9	0	23	6
Mexican	31	0	1	0	16	0
Seafood	6	0	0	0	0	0
Pancake	7	0	0	0	0	0
Steak/full menu	100	20	0	0	3	0
Sandwich/other	0	0	0	0	0	0
TOTAL	1,172	100	45	31	234	124

	Europe		Asia			
	United Kingdom	Other	Japan	Other	Australia	New Zealand
Chicken	358	32	406	114	217	39
Hamburger, etc.	122	323	548	104	173	17
Pizza	13	5	88	51	121	15
Mexican	0	0	0	0	4	0
Seafood	0	0	5	1	0	0
Pancake	0	0	7	0	0	0
Steak/full menu	1	0	205	6	7	0
Sandwich/other	0	0	0	0	0	0
TOTAL	481	360	1,259	276	522	71

* Includes company-owned, franchisee-owned and joint ventures.

LOCATION AND NUMBER OF INTERNATIONAL UNITS BY RESTAURANT TYPE*

(1983)

Major Activity	Canada	Mexico	Central America	South America	Caribbean	Africa
Chicken	38	67	11	11	114	144
Hamburger, etc.	1,149	0	36	32	89	0
Pizza	87	32	20	0	41	8
Mexican	61	0	1	1	17	0
Seafood	6	0	0	0	0	0
Pancake	3	0	0	0	0	0
Steak/full menu	192	20	0	0	2	0
Sandwich/other	3	0	0	0	0	0
TOTAL	1,539	119	68	44	263	152

	Europe		Asia			
	United Kingdom	Other	Japan	Other	Australia	New Zealand
Chicken	369	37	436	130	222	42
Hamburger, etc.	169	384	596	148	191	17
Pizza	3	34	52	70	127	24
Mexican	0	0	0	1	1	0
Seafood	0	0	5	7	0	0
Pancake	0	0	8	1	0	0
Steak/full menu	1	0	237	8	10	0
Sandwich/other	0	0	0	0	0	0
TOTAL	542	455	1,334	365	552	83

* Includes company-owned, franchisee-owned and joint ventures.

LOCATION AND NUMBER OF INTERNATIONAL UNITS BY RESTAURANT TYPE*

(1984)

Major Activity	Canada	Mexico	Central America	South America	Caribbean	Africa
Chicken	7	68	14	15	120	164
Hamburger, etc.	1,233	0	39	47	100	0
Pizza	100	31	21	0	48	8
Mexican	64	0	1	1	20	0
Seafood	6	0	0	0	0	0
Pancake	3	0	0	0	0	0
Steak/full menu	175	20	0	0	2	0
Sandwich/other	3	0	0	0	0	0
TOTAL	1,591	119	75	63	290	172

(1985)

	Europe		Asia			
	United Kingdom	Other	Japan	Other	Australia	New Zealand
Chicken	375	53	504	157	235	45
Hamburger, etc.	196	428	667	183	205	19
Pizza	3	33	63	74	134	24
Mexican	0	0	0	2	2	0
Seafood	0	0	0	5	0	0
Pancake	0	0	8	1	0	0
Steak/full menu	2	0	248	9	5	0
Sandwich/other	0	0	0	0	0	0
TOTAL	576	514	1,490	431	581	88

* Includes company-owned, franchisee-owned and joint ventures.

LOCATION AND NUMBER OF INTERNATIONAL UNITS BY RESTAURANT TYPE*

(1985)

Major Activity	Canada	Mexico	Central America	South America	Caribbean	Africa
Chicken	11	65	10	13	144	183
Hamburger, etc.	1,146	4	41	52	98	2
Pizza	127	31	20	1	43	10
Mexican	83	0	0	1	22	0
Seafood	6	0	0	0	0	0
Pancake	3	0	0	0	0	0
Steak/full menu	161	19	0	0	4	0
Sandwich/other	5	0	0	0	1	0
TOTAL	1,542	119	71	67	312	195

	Europe		Asia			
	United Kingdom	Other	Japan	Other	Australia	New Zealand
Chicken	371	62	540	187	247	45
Hamburger, etc.	236	462	754	212	223	21
Pizza	6	15	74	78	147	26
Mexican	0	0	0	1	2	0
Seafood	0	0	0	7	0	0
Pancake	0	0	12	0	0	0
Steak/full menu	2	0	56	13	16	0
Sandwich/other	0	0	0	1	0	0
TOTAL	615	539	1,436	499	635	92

* Includes company-owned, franchisee-owned and joint ventures.

LOCATION AND NUMBER OF INTERNATIONAL UNITS BY RESTAURANT TYPE*

(1986)

Major Activity	Canada	Mexico	Central America	South America	Caribbean	Africa
Chicken	15	72	16	14	146	190
Hamburger, etc.	1,171	3	39	56	64	0
Pizza	399	27	21	0	47	8
Mexican	107	0	0	2	0	0
Seafood	7	0	0	0	0	0
Pancake	3	0	0	0	0	0
Steak/full menu	162	19	0	0	8	0
Sandwich/other	20	0	0	0	15	0
TOTAL	1,869	121	76	72	280	198

	Europe		Asia			
	United Kingdom	Other	Japan	Other	Australia	New Zealand
Chicken	327	35	634	232	255	46
Hamburger, etc.	253	570	772	266	241	26
Pizza	19	36	62	33	171	40
Mexican	1	1	0	1	10	0
Seafood	0	0	4	7	0	0
Pancake	0	0	13	2	0	0
Steak/full menu	8	0	63	17	14	0
Sandwich/other	0	0	0	1	0	0
TOTAL	608	642	1,548	552	691	112

* Includes company-owned, franchisee-owned and joint ventures.